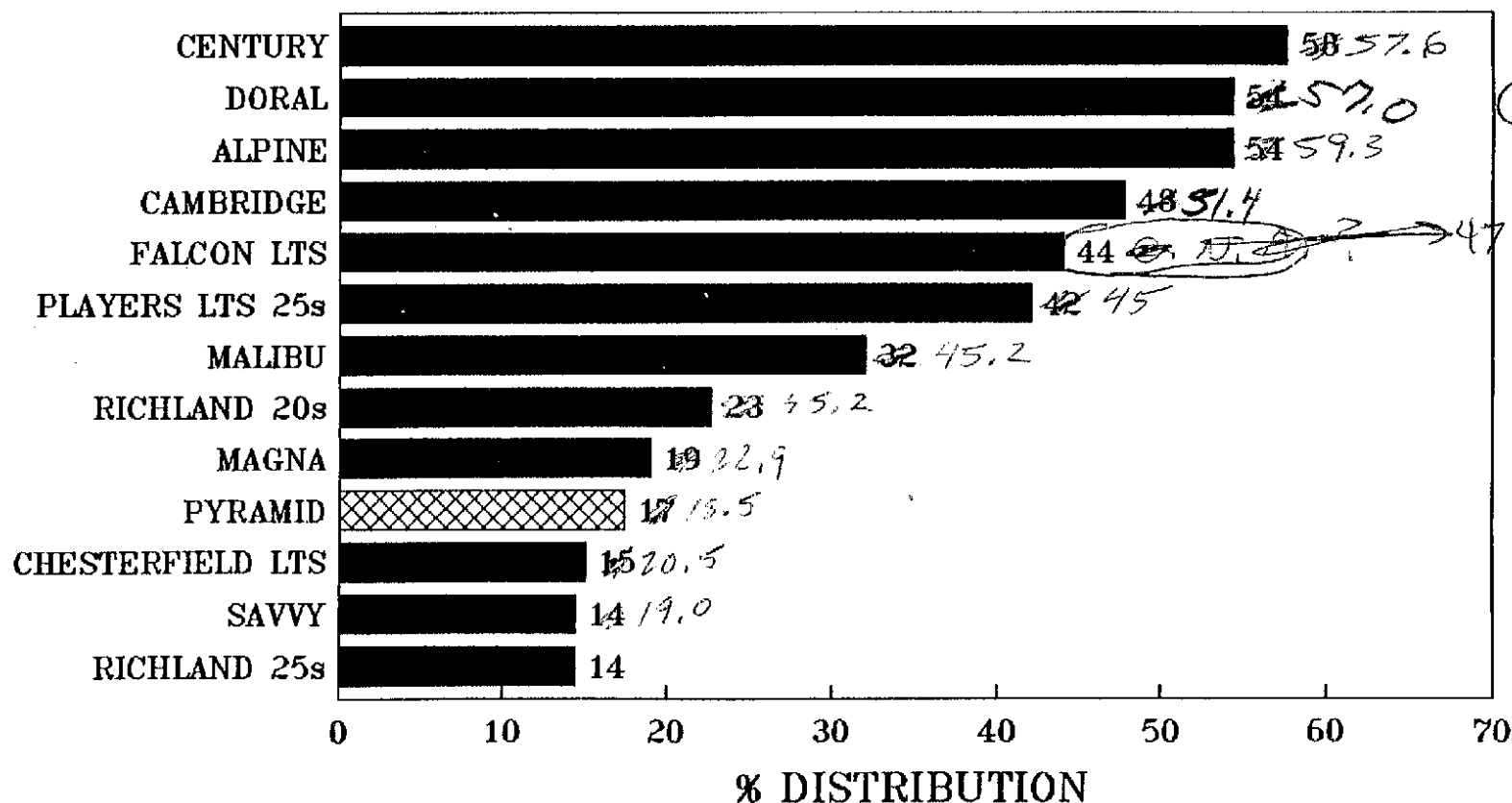


WEIGHTED EFFECTIVE DISTRIBUTION

AT ~~SEVEN SIX~~ FOUR MONTHS AT RETAIL
(SOURCE: NIELSEN)



① first 7 months
WED for
all brands

② Run Pyramid
on JPYMG
- generate

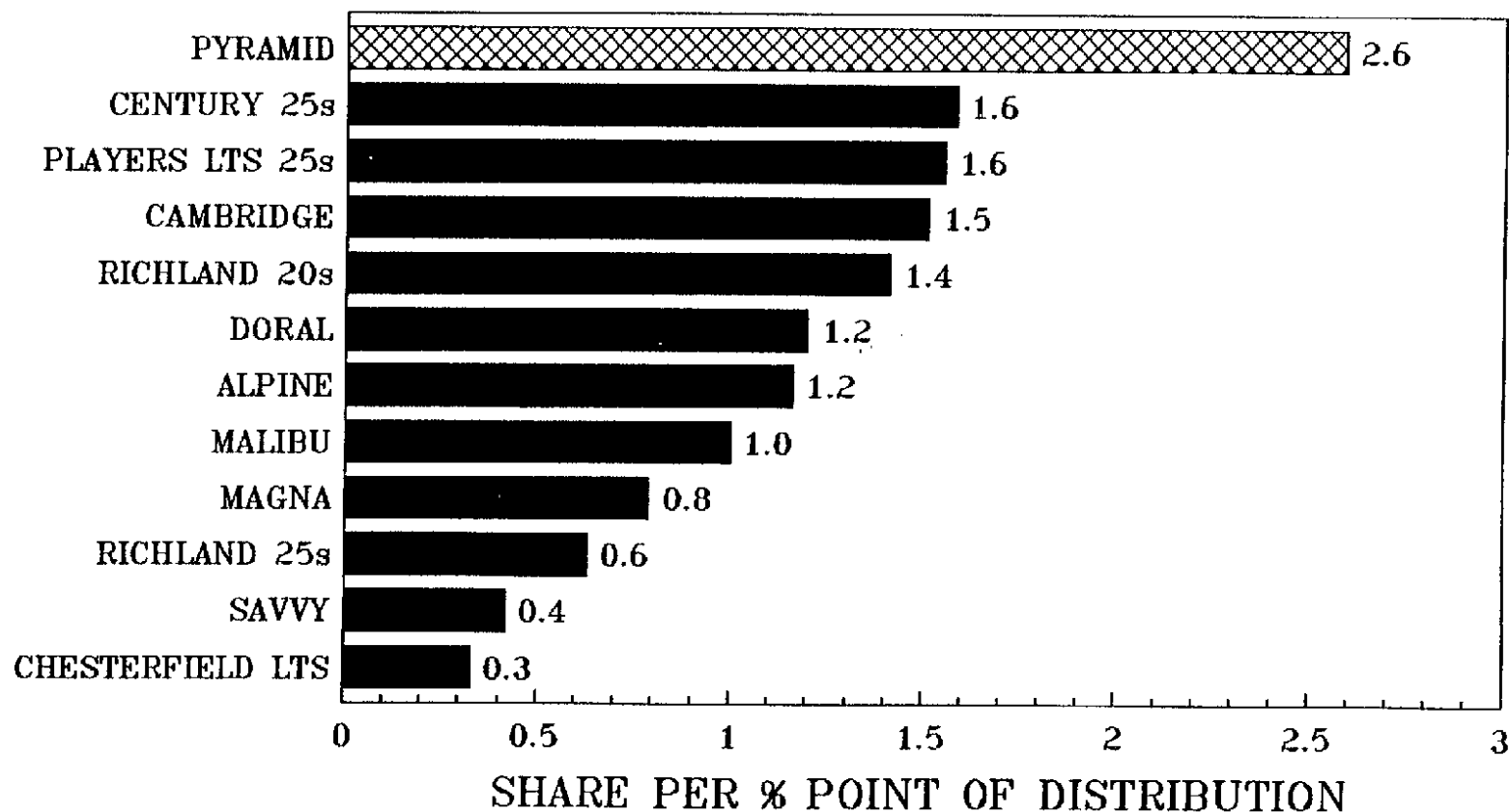
2041393100

Jacqueline?

(B)

52x

SHARE PER POINT OF DISTRIBUTION*
AT FOUR MONTHS AT RETAIL
(SOURCE: NIELSEN)



*SHARE/WEIGHTED EFFECTIVE DISTRIBUTION.

2041393101

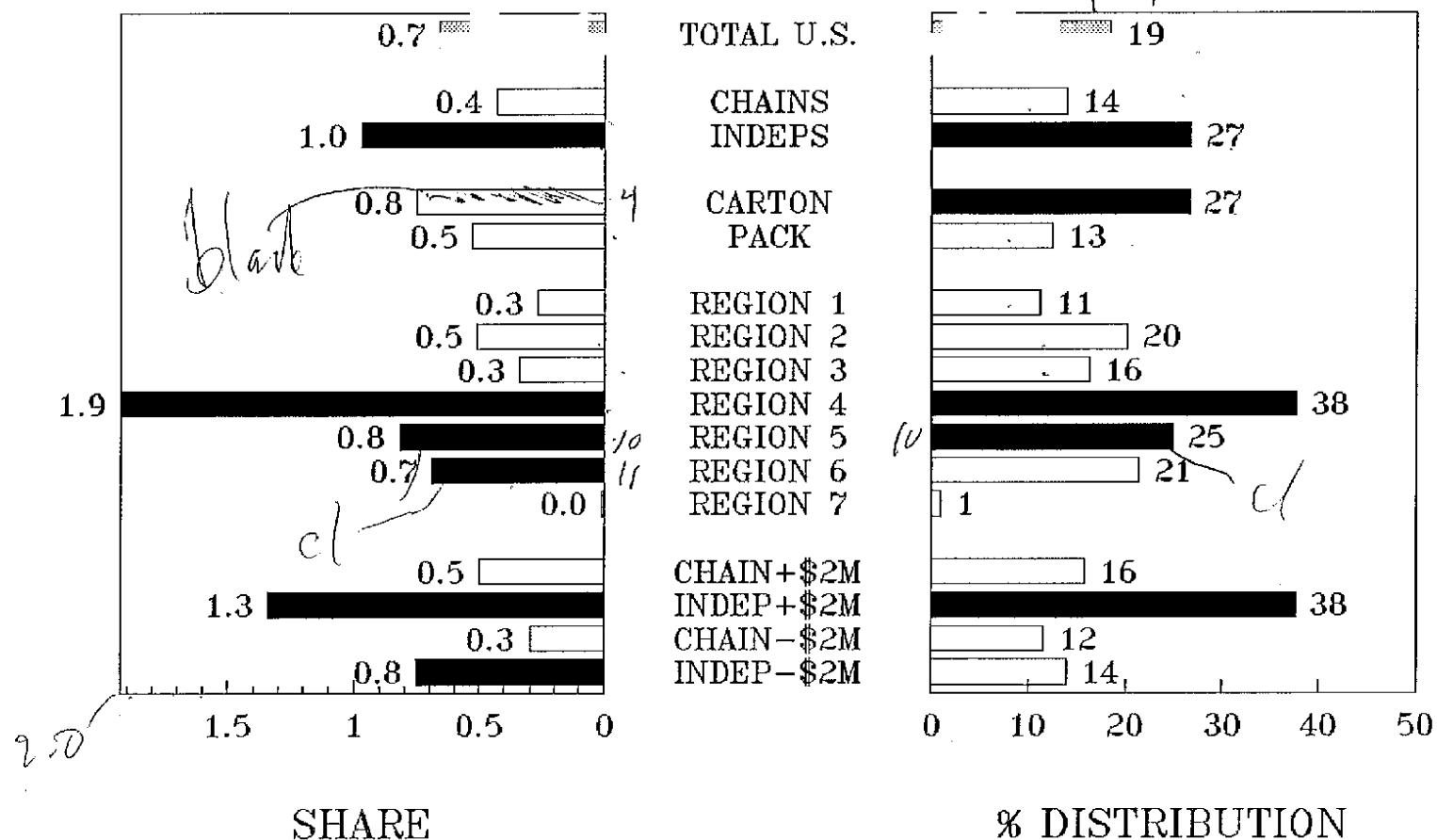
Jacqueline

PYRAMID

SHARE OF MARKET/WEIGHTED EFFECTIVE DISTRIBUTION

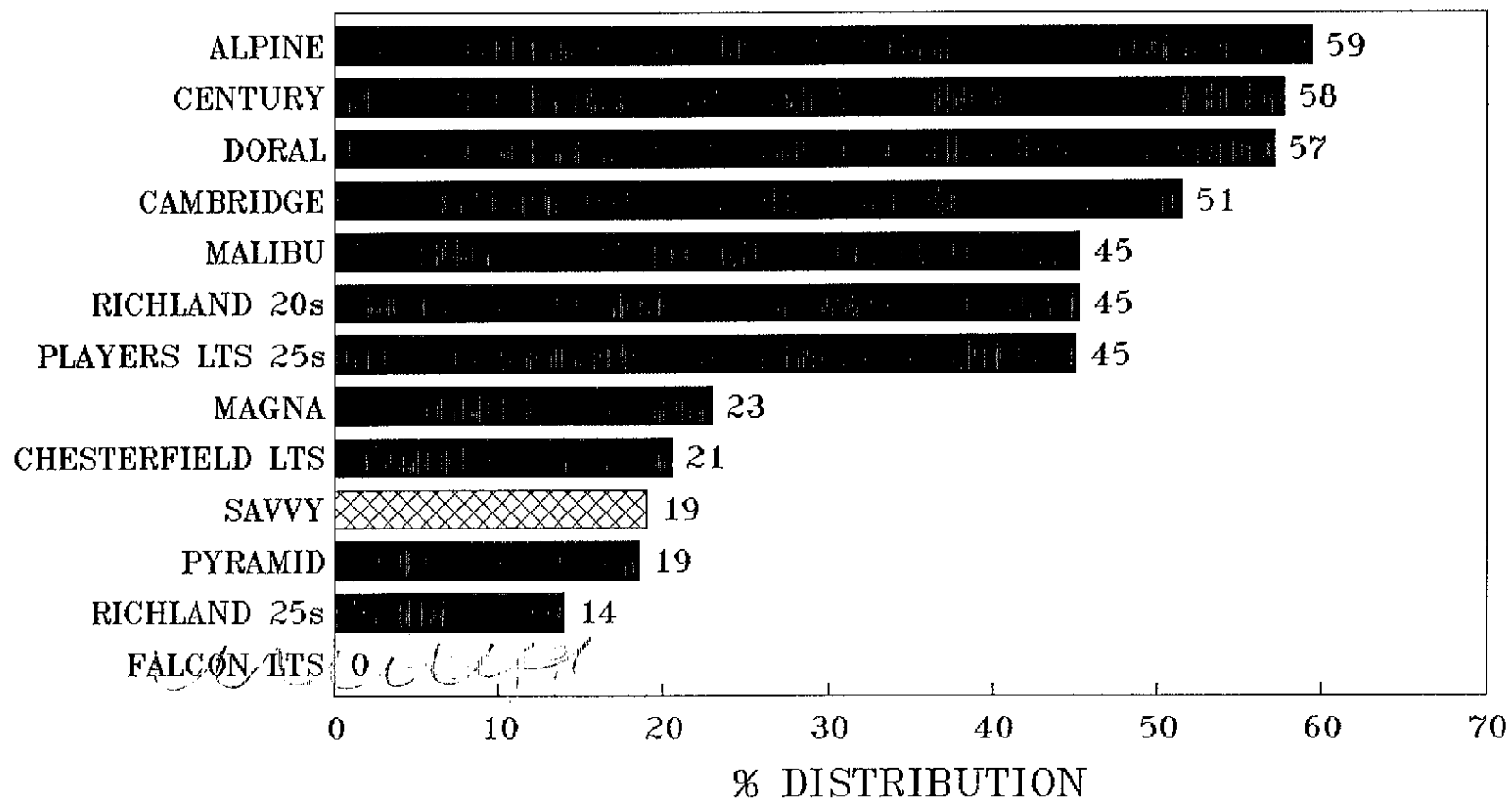
(SOURCE: NIELSEN)

July 1989



201361402

WEIGHTED EFFECTIVE DISTRIBUTION AT SIX MONTHS AT RETAIL (SOURCE: NIELSEN)



2041393103

Nielsen

brand = 1

Imm current -

WEDIST, T, N, 1, C, 1, D, 1, N, <DATE> WEDIST

by section

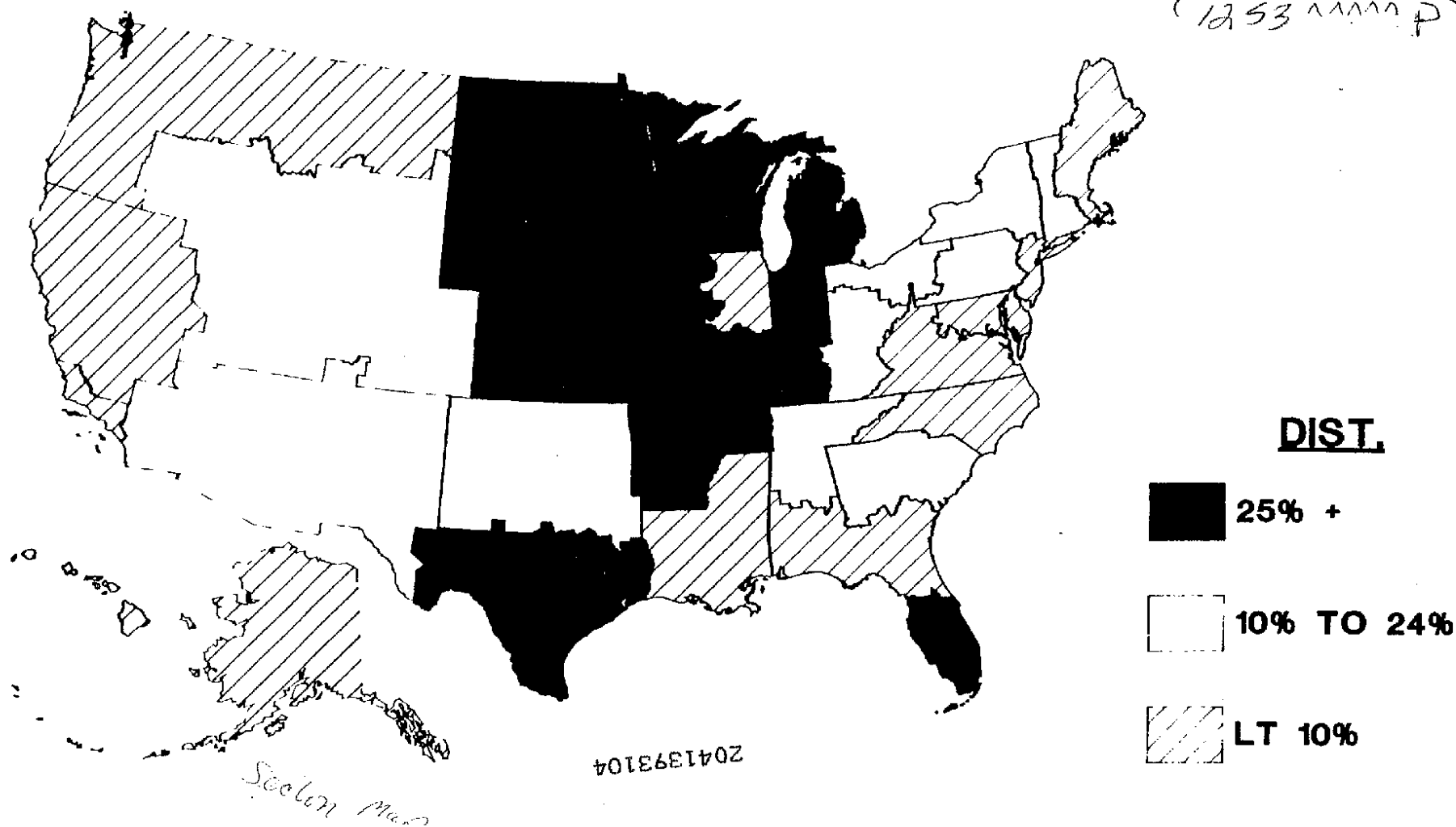
→ first unranked
then ranked

'5'

PYRAMID

WEIGHTED EFFECTIVE DISTRIBUTION

(1253 AMP)



PYRAMID

WEIGHTED EFFECTIVE DISTRIBUTION

